

## Message Text

UNCLASSIFIED

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12

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 280300Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3966

UNCLAS SECTION 1 OF 6 HONG KONG 2104

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1977

REF: HK 1615

STATE 005312

1. FOLLOWING ARE RECOMMENDATIONS ON CAMPAIGNS AND EXPECTED  
RESOURCE ALLOCATIONS FOR FY 1977 CCP.

### CAMPAIGN WORKSHEET A: BUSINESS EQUIPMENT AND SYSTEMS

CAMPAIGN STATEMENT: THIS IS ONE OF THE FIVE TARGET  
INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION IN FY 77.  
HONG KONG IS WORLD TRANSPORTATION CENTER, TOURIST ATTRAC-  
TION, AND CENTER FOR BUSINESS SERVICES IN THE FAR EAST.  
ITS BUSINESS EQUIPMENT USERS INCLUDE 83 INSURANCE  
COMPANIES, 74 COMMERCIAL BANKS, WITH NEARLY 600 BANKING  
OFFICES, ABOUT 1800 OTHER FINANCIAL INSTITUTIONS AND  
THOUSANDS OF TRADING COMPANIES, RETAIL STORES AND  
GOVERNMENT OFFICES. WITH INCREASING COSTS FOR LABOR  
AND RENTAL SPACE, NEED FOR MORE SOPHISTICATED OFFICE  
EQUIPMENT AND SYSTEMS WILL CONTINUE INTO FORESEEABLE  
FUTURE TO OFFER INCREMENTAL SALES OPPORTUNITY FOR U.S.  
MANUFACTURERS.

### PROJECT OBJECTIVES:

10 NEW U.S. FIRMS INTRODUCED TO THE H.K. MARKET

10 AGENCY AGREEMENTS SIGNED.

\$1 MILLION INCREMENTAL U.S. EXPORTS.

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10 TRADE OPPORTUNITIES

3000 HONG KONG BUYERS EXPOSED TO DEMONSTRATION OF U.S. PRODUCTS.

ACTIONS:

BY SEPTEMBER 30:

NO ACTIONS CONTEMPLATED

BY DECEMBER 31:

30 BUSINESS CALLS TO PROMOTE SPRING 1977 SHOW AND TO DEVELOP 10 TRADE OPPORTUNITIES.

BY MARCH 31:

TYPE I OR II EXHIBITION WITH ATTENDANCE BY 3,000 PERSONS.

BY JUNE 30:

NO FURTHER ACTIONS CONTEMPLATED.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R/GS	27
FSL PROFESSIONAL	54
FSL CLERICAL	27
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	100
PRINTING AND MAILING	30

CAMPAIGN WORKSHEET B: BUILDING AND CONSTRUCTION EQUIPMENT AND SUPPLIES

CAMPAIGN STATEMENT:

HONG KONG IS SHORT OF OFFICE SPACE, FACTORY SPACE AND LOW COST HOUSING. THIS REPRESENTS EXCELLENT OPPORTUNITY TO SELL U.S. EQUIPMENT AND SUPPLIES. THERE IS EXTENSIVE PUBLIC WORKS PROGRAM WHICH PROVIDES MARKET NOT ONLY FOR EQUIPMENT AND SUPPLIES, BUT ALSO FOR ENGINEERING AND DESIGN SERVICES ESPECIALLY IF FIRMS ARE WILLING TO MAINTAIN HONG KONG OFFICES. ACTION WILL DEPEND UPON MARKET SURVEY OF FY 1976.

PROJECT OBJECTIVES:

INTRODUCE EQUIPMENT AND PRODUCTS OF 100 OR MORE U.S. UNCLASSIFIED

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FIRMS TO HONG KONG MARKET.

ACQUAINT AT LEAST 100 HONG KONG ARCHITECTS, CONTRACTORS AND REAL ESTATE FIRMS WITH U.S. EQUIPMENT. GENERATE AT LEAST 10 TRADE OPPORTUNITIES.

ACTIONS:

BY SEPTEMBER 30:

CONTINUE TO FOLLOW UP PROSPECTS DEVELOPED IN FY '76.

BY DECEMBER 31:  
NO ACTIONS CONTEMPLATED.  
BY MARCH 31:  
MAKE 20 BUSINESS CALLS ON USERS, AGENTS, DISTRIBUTORS  
AND TRADE ASSOCIATIONS TO PROMOTE TRADE MISSION.  
BY JUNE 30:  
TRADE MISSION WITH AN AVERAGE OF 10 POTENTIAL  
CUSTOMERS FOR EACH MEMBER.  
CROSS

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W  
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R 280300Z FEB 75  
FM AMCONSUL HONG KONG  
TO SECSTATE WASHDC 3967

UNCLAS SECTION 2 OF 6 HONG KONG 2104

E.O. 11652: N/A  
TAGS: BEXP, BFOL, HK  
SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1977

REF: HK 1615  
STATE 005312

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R	26
FSL PROFESSIONAL	52
FSL CLERICAL	26
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	50
PRINTING AND MAILING	5

CAMPAIGN WORKSHEET C: MATERIALS HANDLING EQUIPMENT

CAMPAIGN STATEMENT: INCREASING LABOR COSTS AND  
SHORTAGES OF LABOR ARE FORCING HONG KONG'S CONTRACTORS,

MANUFACTURERS AND CARGO HANDLERS TO RELY MORE AND MORE ON MECHANICAL AIDS TO GET THE JOB DONE. AFTER SUFFERING LONG DECLINE, U.S. EQUIPMENT IN THIS FIELD IS ENJOYING RESURGENCE OF INTEREST. PROMOTION WOULD GREATLY ASSIST OUR REENTRY INTO THIS IMPORTANT MARKET. ACTION WILL DEPEND UPON MARKET SURVEY IN FY '76.

PROJECT OBJECTIVES:  
SUBMIT 10 TRADE OPPORTUNITIES.  
UNCLASSIFIED

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INTRODUCE EQUIPMENT AND PRODUCTS OF 100 OR MORE U.S. FIRMS TO HONG KONG MARKET.  
ACQUAINT AT LEAST 200 FIRMS AND CONTRACTORS WITH U.S. EQUIPMENT.

ACTIONS:  
BY SEPTEMBER 30:  
CALL ON 20 USERS, 5 AGENTS AND DISTRIBUTORS AND 3 ASSOCIATIONS TO PROMOTE FALL 1977 CATALOG SHOW AND DEVELOP 5 TRADE OPPORTUNITIES.  
BY DECEMBER 31:  
1. CATALOG SHOW OR TRADE MISSION. AT LEAST 100 POTENTIAL CUSTOMERS ATTRACTED.  
2. PROMOTE ATTENDANCE AT 1977 MATERIALS HANDLING SHOW.  
BY MARCH 31:  
1. FURTHER PROMOTION OF MATERIALS HANDLING SHOW WITH 10 BUSINESS CALLS - FIVE T.O.'S DEVELOPED.  
BY JUNE 30:  
1. SEND BUYERS MISSION TO MATERIALS HANDLING SHOW.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R	25
FSL PROFESSIONAL	50
FSL CLERICAL	25
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	50
PRINTING AND MAILING	5

CAMPAIGN WORKSHEET D: RETAIL STORE EQUIPMENT AND SYSTEMS

CAMPAIGN STATEMENT: GROWTH OF MODERN RETAILING IN HONG KONG HAS BEEN LITTLE LESS THAN PHENOMENAL DURING PAST TWO YEARS. PROSPECTS ARE THAT HIGH RATE OF GROWTH, THOUGH PERHAPS MORE MODERATE THAN AT PRESENT, WILL BE SUSTAINED FOR AT LEAST NEXT FEW YEARS. ALTHOUGH WE MAY BE ABLE ONLY TO CATCH THE

END OF THE BOOM IN FY 1977, THIS CATEGORY OF  
EQUIPMENT SEEMS A NATURAL FOR PROMOTION BY U.S.  
UNCLASSIFIED

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SUPPLIERS WITH THEIR LONG EXPERIENCE AND WELL  
DEVELOPED PRODUCTS.

PROJECT OBJECTIVES:  
INTRODUCE 100 USERS OF RETAIL STORE EQUIPMENT TO  
U.S. LINES.  
GENERATE 10 TRADE OPPORTUNITIES.  
SEND BUYERS MISSION TO U.S.

ACTIONS:  
BY SEPTEMBER 30:  
NO ACTIONS CONTEMPLATED.  
BY DECEMBER 31:  
1. BEGIN PROMOTION OF SPRING 77 PROMOTIONAL EVENT.  
2. CALL ON 30 USERS, AGENTS AND DISTRIBUTORS TO  
DEVELOP MARKET INFORMATION AND TRADE OPPORTUNITIES.  
BY MARCH 31:  
1. CATALOG SHOW OR TRADE MISSION, WITH AT LEAST 100  
POTENTIAL CUSTOMERS ATTRACTED.  
2. LOW KEY PROMOTION OF 1977 SUPER MARKET INSTITUTE  
CONVENTION (SMI).  
BY JUNE 30:  
1. SEND BUYERS MISSION TO SMI.

POST RESOURCES REQUIRED:  
PERSONNEL                      MAN-DAYS  
FSO/R                              24  
FSL PROFESSIONAL                      48  
FSL CLERICAL                      24  
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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 280300Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3968

UNCLAS SECTION 3 OF 6 HONG KONG 2104

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1977

REF: HK 1615

STATE 005312

FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	100
PRINTING AND MAILING	30

CAMPAIGN WORKSHEET E: MARINE, HARBOR AND DOCK  
EQUIPMENT.

CAMPAIGN STATEMENT: HONG KONG'S MARINE-RELATED  
INDUSTRIES ARE IN NEED OF NEWER, MORE EFFICIENT  
MACHINERY IN ORDER TO REMAIN COMPETITIVE. BETTER  
HARBOR AND DOCK EQUIPMENT ARE BEING SOUGHT TO  
MAINTAIN POST'S ROLE AS A PRIME TRANSSHIPMENT POINT.  
THE NEED FOR THIS EQUIPMENT WILL BE CONTINUOUS INTO  
INDEFINITE FUTURE:

PROJECT OBJECTIVES:  
INTRODUCE PRODUCTS OF 20 NEW U.S. EQUIPMENT MANUFAC-  
TURERS TO 500 USERS OF MARINE, HARBOR AND DOCK  
EQUIPMENT IN HONG KONG.  
GENERATE 15 TRADE OPPORTUNITIES.

ACTIONS:  
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BY SEPTEMBER 30:

1. HOLD TYPE I EXHIBITION OF U.S. EQUIPMENT IN LATE  
SEPTEMBER, PERHAPS COMBINED WITH MATERIALS  
HANDLING EQUIPMENT. ATTRACT 1000 POTENTIAL  
BUYERS.  
ALTERNATIVELY HOLD CATALOG SHOW, DURING SAME  
PERIOD, FEATURING THIS EQUIPMENT AND ATTENDED BY  
500 POTENTIAL BUYERS.
2. CALL ON 20 USERS, AGENTS AND DISTRIBUTORS OF THIS  
EQUIPMENT. ALSO CALL ON FIVE RELATED HKG OFFICES

AND FIVE TRADE ASSOCIATIONS TO DEVELOP 10 TRADE  
OPPORTUNITIES AND TO PROMOTE SHOW.  
BY DECEMBER 31:  
FOLLOW UP WITH PEOPLE WHO ATTENDED SHOW TO DEVELOP 5  
MORE TRADE OPPORTUNITIES.  
BY MARCH 31:  
NO FURTHER ACTIONS CONTEMPLATED.  
BY JUNE 30:  
NO FURTHER ACTIONS CONTEMPLATED.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R	22
FSL PROFESSIONAL	44
FSL CLERICAL	22
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	100
PRINTING AND MAILING	30

CAMPAIGN WORKSHEET F: SECURITY EQUIPMENT

CAMPAIGN STATEMENT: LOSSES AND DAMAGES DUE TO FIRE  
AND CRIME ARE SERIOUS PROBLEMS FOR HONGKONG. AT THE  
MOMENT, USE OF INTERNAL AND EXTERNAL SECURITY DEVICES  
AND FIRE DETECTING AND WARNING SYSTEMS IN HONG KONG  
IS RELATIVELY LOW AND U.S. EQUIPMENT SHOULD FIND VERY  
RECEPTIVE MARKET WITH EXCELLENT OPPORTUNITIES FOR  
INCREMENTAL SALES.

PROJECT OBJECTIVES:  
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DETERMINE MARKET SIZE, TARGET CUSTOMERS AND MOST  
APPROPRIATE PROMOTIONAL DEVICE. IF FEASIBLE, DEVELOP  
BUYERS MISSION TO U.S. SHOW. DEVELOP 10 TRADE  
OPPORTUNITIES. RECOMMEND FUTURE PROMOTIONS.

ACTIONS:  
BY SEPTEMBER 30:  
1. CALL ON 15 USERS AND 5 AGENTS AND DISTRIBUTORS OF  
SECURITY EQUIPMENT TO DEVELOP MARKET INFORMATION  
AND 5 TRADE OPPORTUNITIES.  
2. CONTACT 4 TRADE ASSOCIATIONS TO PROMOTE BUYERS  
MISSION TO INTERNATIONAL SECURITY CONFERENCE  
(WEST), JANUARY 1977 LOS ANGELES.  
BY DECEMBER 31:  
1. FINISH PROMOTION OF SECURITY SHOW WITH INSERTION  
OF AT LEAST 5 ITEMS IN LOCAL MEDIA (WITH U.S.I.S.  
ASSISTANCE).

2. CALL ON 10 MORE SOURCES OF MARKETING DATA AND  
END USERS. DEVELOP 5 MORE TRADE OPPORTUNITIES.

3. SUBMIT PROMOTION THEME RECOMMENDATION.

BY MARCH 31:

1. SEND BUYERS GROUP TO LOS ANGELES SECURITY SHOW.

2. FOLLOW UP WITH BUYERS AFTER SHOW.

BY JUNE 30:

1. CONTINUE BUSINESS CALLS AND MEDIA PROMOTION WITH  
U.S.I.S. COOPERATION.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R	21
FSL PROFESSIONAL	42
FSL CLERICAL	21
CROSS	

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 280300Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3969

UNCLAS SECTION 4 OF 6 HONG KONG 2104

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1977

REF: HK 1615

STATE 005312

FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	50
PRINTING AND MAILING	5

CAMPAIGN WORKSHEET G: ENERGY SYSTEMS



CAMPAIGN STATEMENT: HONG KONG WILL BE INSTALLING CONSIDERABLE NEW ELECTRICITY GENERATING CAPACITY, INCLUDING, PERHAPS, A NUCLEAR PLANT, OVER NEXT FIVE YEARS. IN ADDITION, MANY FIRMS ARE INSTALLING IN HOUSE POWER PLANTS FOR EMERGENCY OR SPECIAL APPLICATIONS. THIS REPRESENTS POTENTIALLY LARGE MARKET FOR U.S. EQUIPMENT.

PROJECT OBJECTIVES:

ASSIST VISITING U.S. SALESMEN OF POWER SYSTEMS TO MAKE USEFUL CONTACTS WITH HKG AND POWER COMPANY OFFICIALS. ESTABLISH MARKET SIZE AND RECEPTIVITY TO U.S. EQUIPMENT.  
DEVELOP 10 TRADE OPPORTUNITIES.

ACTIONS:

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BY SEPTEMBER 30:

NO ACTIONS CONTEMPLATED.

BY DECEMBER 31:

NO ACTIONS CONTEMPLATED.

BY MARCH 31:

1. CALL ON 10 USERS, AGENTS AND DISTRIBUTORS OF POWER SYSTEMS TO DETERMINE MARKET SIZE AND RECEPTIVITY TO U.S. EQUIPMENT.
2. DEVELOP 5 TRADE OPPORTUNITIES.

BY JUNE 30:

1. CALL ON 10 MORE USERS, AGENTS AND DISTRIBUTORS OF POWER SYSTEMS AND FIVE HKG OFFICES DEALING WITH THIS FIELD TO FURTHER DEVELOP MARKETING INFORMATION AND 5 MORE TRADE OPPORTUNITIES.
2. SUBMIT PROMOTION THEME RECOMMENDATION ON POWER SYSTEMS.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R	20
FSL PROFESSIONAL	40
FSL CLERICAL	20
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	200

CAMPAIGN WORKSHEET H: PACKAGING EQUIPMENT

CAMPAIGN STATEMENT: ATTRACTIVE AND ADEQUATELY PROTECTIVE PACKAGING FOR HONG KONG PRODUCTS IS BECOMING MORE AND MORE IMPORTANT IN HIGHLY COMPETITIVE INTERNATIONAL MARKET PLACE. COLONY'S MANUFACTURERS

MUST ENSURE THAT THEIR PACKAGING DESIGN MATERIALS ARE  
HIGHLY SOPHISTICATED AND AT SAME TIME ECONOMICAL.  
PACKAGING IS DONE MAINLY BY MANUAL LABOR IN HONG KONG.  
IN VIEW OF INCREASING LABOR SHORTAGES AND FREIGHT  
CHARGES IN HONG KONG, THERE APPEARS TO BE SCOPE FOR  
INCREMENTAL EXPORT SALES OPPORTUNITY FOR U.S.  
MACHINERY IN FIELD OF PACKAGING.

PROJECT OBJECTIVES:

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INTRODUCE 100 LOCAL COMPANIES TO U.S. PACKAGING  
EQUIPMENT.  
SUBMIT 10 TRADE OPPORTUNITIES.  
CREATE IMPROVED AWARENESS OF U.S. PACKAGING MACHINERY.

ACTIONS:

BY SEPTEMBER 30:

1. HOLD PACKAGING EQUIPMENT TECHNICAL SALES SEMINAR  
IN JULY WITH PARTICIPATION BY 7 - 10 U.S. FIRMS  
AND ATTENDANCE BY 100 USERS OF PACKAGING EQUIPMENT.
2. MAKE 30 PERSONAL AND TELEPHONE BUSINESS CALLS IN  
SUPPORT OF ABOVE SEMINAR. DEVELOP 10 TRADE  
OPPORTUNITIES.

BY DECEMBER 31:

1. SEND BUYERS MISSION TO PACKAGING MACHINERY  
MANUFACTURERS INSTITUTE ANNUAL CONVENTION IN  
OCTOBER (IF POSSIBLE).

BY MARCH 31:

NO FURTHER ACTIONS CONTEMPLATED.

BY JUNE 30:

NO FURTHER ACTIONS CONTEMPLATED.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R	19
FSL PROFESSIONAL	38
FSL CLERICAL	19
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	100
PRINTING AND MAILING	10
CROSS	

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 280300Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3970

UNCLAS SECTION 5 OF 6 HONG KONG 2104

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1977

REF: HK 1615

STATE 005312

CAMPAIGN WORKSHEET I: ELECTRO MOTIVE SYSTEMS

CAMPAIGN STATEMENT: MARKET IN HONG KONG FOR SUCH THINGS AS ELECTRIC RAILWAY EQUIPMENT, ELEVATORS AND LIFTING EQUIPMENT, FORKLIFT TRUCKS, ROPEWAYS AND VEHICLES IS EXPECTED TO SHOW SUBSTANTIAL GROWTH OVER NEXT DECADE. PROBLEM OF TRANSPORTING HONG KONG'S LARGE AND DENSELY HOUSED POPULATION IS AN EVER INCREASING ONE WHICH GOVERNMENT IS BEING FORCED TO APPROACH WITH INNOVATIVE MEASURES. THESE INCLUDE NEW SUBWAY, PROPOSED MONORAIL SYSTEM AND DOUBLE TRACKING AND ELECTRIFICATION OF THE KOWLOON AND CANTON RAILROAD. U.S. SUPPLIERS CAN PLAY IMPORTANT ROLE IN ALL OF THESE PROJECTS.

PROJECT OBJECTIVES:

DEVELOP CLOSE AND CONTINUING RELATIONSHIP WITH EQUIPMENT USERS. SUBMIT 15 TRADE OPPORTUNITIES (INCLUDING MAJOR PROJECT SUBMISSIONS). MAKE PROMOTIONAL EVENT RECOMMENDATION.

ACTIONS:

BY SEPTEMBER 30:

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NO ACTIONS CONTEMPLATED.

BY DECEMBER 31:

1. CALL ON MASS TRANSIT AUTHORITY, KOWLOON & CANTON RAILWAY AND 10 OTHER USERS OF ELECTRO-MOTIVE SYSTEMS TO DETERMINE FUTURE EQUIPMENT NEEDS. SUBMIT 5 TRADE OPPORTUNITIES AS RESULT.

BY MARCH 31:

1. MAKE 10 ADDITIONAL CALLS ON USERS, AGENTS AND DISTRIBUTORS TO DEVELOP MARKET DATA. DEVELOP 5 TRADE OPPORTUNITIES.  
2. RECOMMEND FOR OR AGAINST PROMOTIONAL EVENT IN FY 1978.

BY JUNE 30:

MAKE 5 OR MORE BUSINESS CALLS TO DEVELOP 5 TRADE OPPORTUNITIES.

POST RESOURCES NEEDED:

PERSONNEL	MAN-DAYS
FSO/R	18
FSL PROFESSIONAL	36
FSL CLERICAL	18
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	100

CAMPAIGN WORKSHEET J: ELECTRONIC COMPONENTS

CAMPAIGN STATEMENT: THERE ARE MANY ELECTRONIC MANUFACTURERS IN HONG KONG. HOWEVER, WHERE PRICE IS CHIEF CONSIDERATION, UNITED STATES CANNOT MEET EXTREMELY KEEN COMPETITION FROM JAPAN, KOREA, SINGAPORE AND TAIWAN. U.S. PRODUCTS THAT HAVE FARED WELL IN SUPPLYING THIS INDUSTRY ARE HIGH TECHNOLOGY ITEMS SUCH AS LARGE SCALE INTEGRATED CIRCUIT CHIPS (LSI CHIPS), READOUT DEVICES, FERRITE CORES AND TIMERS (FOR CLOCK RADIOS, ETC.) PROMOTIONAL EFFORT WILL DEPEND UPON RESULTS OF THE FY 1976 MARKET SURVEY.

PROJECT OBJECTIVES:

10 TRADE OPPORTUNITIES.

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ACTIONS:

BY SEPTEMBER 30:

20 BUSINESS CALLS TO PROMOTE CATALOG SHOW.

BY DECEMBER 31:

CATALOG SHOW.

BY MARCH 31:

NO ACTIONS CONTEMPLATED

BY JUNE 30:

NO ACTIONS CONTEMPLATED.

POST RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS
FSO/R/GS	18
FSL PROFESSIONAL	36
FSL CLERICAL	18
FINANCIAL	U.S. DOLLARS
TRAVEL (TAXIS)	20
REPRESENTATION	30
PRINTING AND MAILING	20

2. FOLLOWING ARE OTHER PROJECTS PROPOSED FOR FY 1977  
CCP.

AMERICAN FORTNIGHT PREPARATION  
IN 1973 AMERICAN CONSULATE GENERAL AND AMERICAN  
CHAMBER OF COMMERCE IN HONG KONG STAGED LARGE, SUCCESS-  
FUL TRADE PROMOTION CALLED AMERICAN FORTNIGHT. IT  
INCLUDED 65 EVENTS. IN 1975, A LARGER "AMERICAN  
FORTNIGHT", HAVING 100 EVENTS IS PLANNED. SINCE IT  
IS HIGHLY PROBABLE THAT 1975 EVENT WILL BE AS  
SUCCESSFUL AS ONE IN 1973, IT IS PLANNED TO HOLD  
ANOTHER AMERICAN FORTNIGHT IN FALL OF 1977. DETAILED  
PREPARATIONS MUST BE BEGUN IN LATTER PART OF FY 1977.  
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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W  
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R 280300Z FEB 75  
FM AMCONSUL HONG KONG  
TO SECSTATE WASHDC 3971

UNCLAS SECTION 6 OF 6 HONG KONG 2104

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1977

REF: HK 1615  
STATE 005312

ACTIONS:

DIRECT AND COORDINATE ACTIVITIES OF AMERICAN CHAMBER OF COMMERCE AND OTHER ORGANIZATIONS IN HONG KONG CONCERNED WITH AMERICAN FORTNIGHT. WITH VOLUNTARY HELP FROM THE AMERICAN CHAMBER OF COMMERCE, CALL ON HUNDREDS OF BUSINESSES TO RECRUIT PAYING PARTICIPANTS FOR PROMOTION. PROVIDE COMMUNICATIONS, LABOR FORCE, HOSPITALITY, MANPOWER, SUPPLIES, PHOTOGRAPHER AND OTHER SERVICES IN SUPPORT OF EVENT. IDENTIFY AND SUBMIT 20 PRODUCT TRADE OPPORTUNITIES AND HKG TENDERS AS RESULTS OF CONTACTS MADE IN PREPARATORY WORK FOR FORTNIGHT.

HONG KONG AS REGIONAL AND PRC TRADE CENTER ALTHOUGH LOCATED IN HONG KONG AND MAJORITY OF TRADE PROMOTION RESOURCES ARE FOCUSED UPON HONG KONG MARKET, CONGEN ALSO HAS RESPONSIBILITY FOR ADVISING U.S. BUSINESSMEN INTERESTED IN POSSIBLE TRADE WITH PRC AND FOR PROVIDING INFORMATION OF REGIONAL NATURE TO REGIONAL HEADQUARTERS OF U.S. FIRMS BASED IN HONG KONG.

FOLLOWING ACTIONS WILL BE TAKEN:  
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A. FACILITATE USE OF HONG KONG AS REGIONAL CENTER FOR U.S. FIRMS IN ASIA.

1. BRING REGIONAL TRADE OPPORTUNITIES TO ATTENTION OF HONG KONG-BASED U.S. FIRMS.
2. ADVISE U.S. FIRMS WITH SELECTION OF INDUSTRIAL LAND SITES AND RELATED BIDDING PROCEDURES.
3. ENCOURAGE HONG KONG BUSINESSMEN TO ATTEND APPROPRIATE TRADE PROMOTION EVENTS AT U.S. TRADE CENTERS IN SINGAPORE AND TAIPEI.

B. MAINTAIN INFORMATION NEEDED TO ASSIST U.S. FIRMS WISHING TO EXPLORE TRADE POSSIBILITIES WITH PEOPLE'S REPUBLIC OF CHINA (PRC) AND FOLLOW CLOSELY DEVELOPMENTS INVOLVING AMERICAN FIRMS.

REPORTING ON MAJOR PROJECTS

MAJOR PROJECT REPORTING WILL INCLUDE ALL PROJECTS IN WHICH U.S. MANUFACTURERS HAVE POTENTIAL TO SELL \$5 MILLION OR MORE IN U.S. PRODUCTS. MAJOR PROJECT REPORTING REQUIRES TOTAL POST INVOLVEMENT. PRESENTLY POST IS REPORTING ON AT LEAST 20 MAJOR PROJECTS IN COLONY. IF GOVERNMENT AND PRIVATE INDUSTRY COMPLETE THESE PLANS, PROJECT WILL GENERATE MILLIONS OF DOLLARS

WORTH OF TRADE OPPORTUNITIES. WE WILL CONCENTRATE OUR EFFORTS ON THE PROMOTION OF U.S. INTERESTS WITH REGARD TO THE SIX MOST PROMISING PROJECTS.

ACTIONS:

A. MAKE 60 CALLS ON KEY OFFICIALS IN THE PUBLIC AND PRIVATE SECTORS WHO WILL BE INFLUENTIAL IN AWARDING CONTRACTS FOR FOLLOWING PROJECTS:

1. MULTI-MILLION DOLLAR MASS TRANSIT SYSTEM WHICH OFFERS MANY POSSIBILITIES FOR U.S. FIRMS.
2. POSSIBLE NUCLEAR POWER GENERATING PLANT.

(HK 12827, 12/21/73)

3. VARIOUS HIGHWAY, BRIDGE AND RAILROAD CONSTRUCTION PROJECTS.

B. IDENTIFY AND SUBMIT 30 PRIVATE TRADE OPPORTUNITIES AND HKG TENDERS RELATING TO ABOVE PROJECTS.

C. ENCOURAGE U.S. FIRMS TO FOLLOW UP TRADE OPPORTUNITIES ARISING FROM ABOVE PROJECTS.

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COMPUTER OPERATION (FTI) - TRADE LIST PROGRAM  
THE FIGURES LISTED BELOW REPRESENT APPROXIMATE NUMBER OF INDIVIDUAL RECORDS (COMPLETE DATA ON A SINGLE ORGANIZATION) TO BE CHANGED OR ADDED TO AUTOMATED FOREIGN TRADERS INDEX (FTI).

COUNTRY	FY 1977
HONG KONG	500

3. FOLLOWING IS SUMMARY OF POST RESOURCE ALLOCATIONS FOR FY 1977 CCPM

	MAN-DAYS				
	FSL	FSL			
	FSO	PROF.	CLER.		
PRODUCT CAMPAIGNS		220	440	220	
PRIORITY AND OTHER PROJECTS			120	220	110
OTHER ACTIVITIES		110	450	340	

	DIRECT COSTS			
	REPRE-	PRINTING		
	TRAVEL	SENTATION	& MAILING	OTHER
PRODUCT CAMPAIGNS	200	800	135	
TRAVEL, REGIONAL				
COMM. OFF.	3500			
TRAVEL, 2 OFF. TO				
CANTON FAIR	1500			
COMMERCIAL NEWSLETTER			3700	
EQUIPMENT PURCHASES				
MINICOMPUTER			50,000	
2 MEMORY TYPEWRITERS				10,000
BUSINESS REGISTRATIONS				500

LIBRARY-SUBSCRIP., NEW LIT.				5,000
OTHER ACTIVITIES	30		2800	
	5,230	880	11,635	65,500
CROSS				

UNCLASSIFIED

NNN



## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 28 FEB 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975HONGK02104  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750070-0676  
**From:** HONG KONG  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t1975024/aaaaacrx.tel  
**Line Count:** 821  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 15  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 HK 1615  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ElyME  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 22 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <22 MAY 2003 by BrownAM>; APPROVED <08 JAN 2004 by ElyME>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COUNTRY COMMERCIAL PROGRAM FY 1977  
**TAGS:** BEXP, BFOL, HK  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006